



Bountiful Foods

Purpose

- 1) Provide fresh and healthy food options (including organic),
- 2) Special attention made to order (fruit drinks and fruit bags),
- 3) Distribute Our products to the local population and to tourists visiting the coastal areas.

Provide fresh and healthy food options

The company sells fruits and produce directly from the farmers in the area. Being a quality assurance of the products with nutrients and special Fertility treatment

Special attention made to order (fruit drinks and fruit bags)

Our working policy is to B2B and B2C. Having a special customer service system to match the necessities of our clients. Although we are supplying businesses across the Region, we pay special attention to our clients, offering a service of excellence.

Distribute Our products to the local population and to tourists visiting the coastal areas.

Our successful trajectory in the past few years offering a service and products of excellence has given us as consequence clients across this region and the special attention of tourists. We strive to achieve our clients expectations assuring the fastest delivering time to all our clients.

Domain

www.bountifrut.org

Target Audience

Scenarios

- 1) A Housewife trying to find the right products for her children at the right price.
- 2) A man trying to save more time and energy buying their food through an online store .
- 3) Someone looking for the fruits of the current season, to see what will be on the menu for the next week.
- 4) Small and medium-sized businesses looking for a complete distribution service and the right products
- 5) Tourists looking for tasting the typical fruits of the season of the place that they are going to visit in the next summer vacation.

Personas

Persona 1



Name: Susan Marly

Age: 35

Schooling: Associate's Degree in Education

Social Status: Happily Married, 3 Children

Job title/Profession: Housewife

Visiting Purpose (Website)

Raising a family is not an easy job. She likes to eat healthy food, but sometimes is hard to take the time to choose the right option being in the market with 3 little children.

Quote:

Can I choose from this website what I'm going to buy? Has this place the right price for my family's economy?

Persona 2



Name: William Bingham

Age: 25

Schooling: Associate's Degree in Communication

Social Status: Single, 2 Children

Job title/Profession: Communication Coordinator (Small Business)

Visiting Purpose (Website)

Being a successful professional is busy and requires keeping a healthy living and continual balance in a stressful workplace. Having to raise 2 Children alone requires providing the family with healthy food and nutrients, but not having too much time to go to the market.

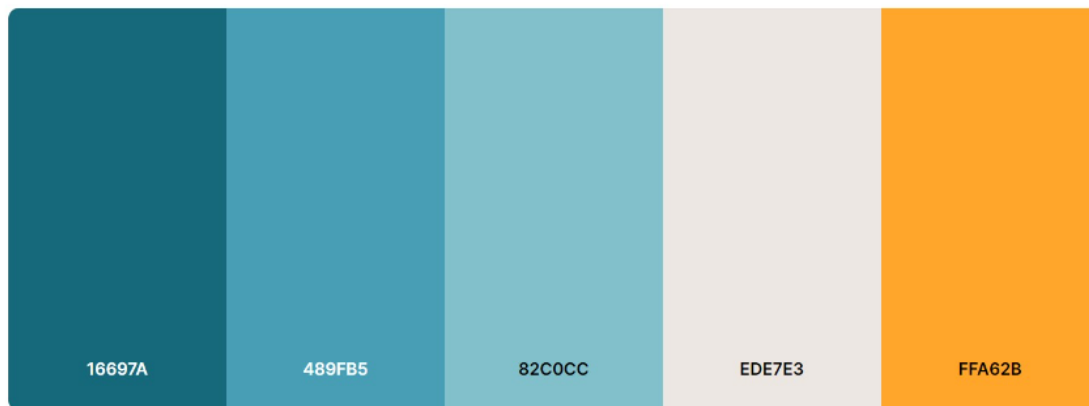
Quote:

I want my family to eat healthy fruit but I'm not finding the right quality products. Does this website have a catalog or some pictures of their products? Is there a way to buy the products online and receive them through a delivery service?

Color Scheme

These are the carefully selected elements for each color in the Bountiful Foods Store. The colors were selected to combine with nature and the color of the earth.

Site Element	Size	Color	Sample Text
Primary Navigation	30px	#f9fafa	Sample
Footer Navigation	16px	#ffffff	Sample
Heading 1 (h1)	2em	#ffffff	Sample
Heading 2 (h2)	1.5em	#fcba03	Sample
Heading 3 (h3)	17.55px	#ffffff	Sample
Paragraph Text (p)	16px	#000000	Sample



Palette Gradient



Typography

These fonts are applied to show a friendly appearance for presenting the products, based on a familiar focus. Giving a warm welcome to select Healthy Food.

Site Element	Size	Color	Sample Text
Primary Navigation	30px	#f9fafa	Sample
Footer Navigation	16px	#ffffff	Sample
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Heading 3 (h3)	17.55px	#ffffff	Sample
Paragraph Text (p)	16px	#000000	Sample

FONTS:
Roboto Mono, Open Sans, sans

(Store's Name)

Home

Fresh

About Us

Subtitle example

Description of the main section example

This is how a normal paragraph in this page will be displayed

This is how the footer and some distinctive paragraph will be displayed